LEO BURNETT COMPANY, *Inc.*
Ad No. 199—Req. No. 54958—3 11/16 in. x 70 lines—B&W—Village Voice, 1967 (A)
Printed in U.S.A.

FREE FRENCH LESSON

**Start with the word Gauloises.
Pronounce it, "Goal-waz."
Say it again, "Goal-waz, Goal-waz."
One more time...
And this time in front of a
tobacco counter, please.**

This rich, robust-tasting little cigarette is France's best-selling brand. Available with or without filter at leading tobacco stores.

Source: https://www.industrydocuments.ucsf.edu/docs/pxxx0001
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